



FAITH-BASED ACCOMPLISHMENTS
Community Outreach and Education

APRIL 2008

MARYLAND CIGARETTE RESTITUTION FUND
TOBACCO USE PREVENTION AND CESSATION PROGRAM
LOCAL PUBLIC HEALTH COMPONENT
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Introduction

Engaging community partners in delivering an array of tobacco use prevention, cessation and control activities is a recommendation of the Center's for Disease Control's (CDC) Best Practices for Comprehensive Tobacco Control Programs. Effective community programs involve people in their homes, worksites, schools, entertainment, civic organizations, places of worship and other public places.

Maryland local health departments engage faith community partners to diversify coalitions and to disseminate tobacco use prevention and control activities. Local health departments collaborate with faith community partners on community programs and provide direct funding to faith-based organizations. As a result of grant awards and collaborations, the faith community has:

- Trained tobacco use prevention educators
- Trained cessation facilitators
- Educated congregation and community members
- Conducted faith-based cessation groups and educational workshops at faith institutions
- Enacted smoke-free policies on church grounds
- Built coalitions between local health departments and the faith community

Faith-based organizations play a critical role in strengthening the social fabric of neighborhoods and communities, mobilizing residents to address community issues, promoting volunteerism, and delivering direct services across a broad spectrum to address critical unmet human needs. These organizations serve to enhance the development of infrastructure within neighborhoods. They tend to be staffed by residents and members who reflect the diversity of the community, who have shared experiences, who have walked in their neighbor's shoes.¹ Such organizations play a pivotal role in the development and welfare of communities and are uniquely capable of providing a venue for effecting public health policy for the betterment of the community.

Using faith nurse programs, health ministries, interfaith organizations, sports ministries and other faith entities, the CRFP Tobacco Program has established a foundation in one of the most stable community institutions. Faith organizations have the ability to reach a great number of persons on a consistent basis and local health departments have public health expertise. This partnership significantly increases local health departments' capacity to reach people in general and disparate and hard to reach populations.

State Faith-based Initiatives

Training

The second *Strengthening Maryland Tobacco Control through Faith-Based Partnerships* conference was held June 28, 2007. One hundred and eleven local health department staff and community organizers, representing 22 jurisdictions attended the collaborative effort organized by community organizations, local health departments and the Maryland Department of Health

¹ Corporation for National & Community Service. www.nationalserviceresources.org

& Mental Hygiene. Pastor Dante' Miles of the Koinonia Baptist Church of Baltimore Maryland, delivered a motivating keynote address on "*The Faith Community and Its Role in the Anti-tobacco Movement.*" Plenary speaker, Alejandro Garcia-Barbon from the Latino Council for Alcohol and Tobacco Prevention (LCAT), presented on "*Building Successful Partnerships with Faith-based Communities.*" Bishop Larry Lee Thomas of the Empowering Believers Church of the Apostolic Faith in Glen Burnie, Maryland, presented on the "*Smoke-free Holy Grounds*" faith-based policy initiative. Workshops were held on the topics of Building Effective Partnerships, Community Capacity Building, Promoting Your Program and Promising Practices.

Promoting Faith-based Tobacco Use Prevention Initiatives

The Center for Health Promotion funded six organizations directly to conduct faith-based tobacco use prevention and cessation programs across the state. More than \$88,000 was awarded to the faith-based organizations in Anne Arundel County, Baltimore City, Charles County, Frederick County, Somerset County and Washington County. Activities included conducting cessation classes utilizing the Pathways to Freedom guide; implementing a pilot of the RESTORE cessation curriculum developed specifically for faith-based organizations; implementing Smoke-free Holy Grounds campaigns; and conducting forums to educate faith-based leaders on the dangers of tobacco use and to engage them in tobacco control efforts. The organizations funded were: Black Leadership Council for Excellence, Brothers United Who Dare to Care, Collaborating Center for African American Leadership Development, Empowering Believers Church of the Apostolic Faith, Koinonia Baptist Church and St. James United Methodist Church.

Program Highlights

Not in Mama's Kitchen

Not in Mama's Kitchen (NIMK) is a national secondhand smoke education program developed by Brenda Bell Caffee. The program was first implemented in California after a local tobacco survey of African American households confirmed the absence of a policy against tobacco smoking in the African American homes. In a grassroots effort to address this issue, the local health department partnered with local churches to implement the Not in Mama's Kitchen program. Mother's Day was selected as the kick-off for the effort because it's traditionally a Sunday in the African American community when many children attend church services with their mothers. The concept of the program centers on the common practice of African American families sitting around the dinner table and "Mama's" influence on what can and cannot be done in the house.

NIMK has been implemented across the United States and is tailored to meet the needs of the individual community or group sponsoring the event. The educational program is traditionally organized as a "fellowship." In addition to the inspirational presentation on the dangers of exposure to secondhand smoke by Ms. Bell Caffee, the program may include gospel music selections, dances, testimonials and is usually conducted as a luncheon or dinner program. The success of the program is attributed to its ability to tie the health consequences of secondhand smoke exposure to faith principles and family values. The event concludes with participants pledging to implement a smoke-free policy in their homes and to educate loved ones about the dangers of secondhand smoke exposure. Although the program has been implemented primarily

in the African American community, a partnership with the Environmental Protection Agency and the House of Ruth has resulted in expanding the program's outreach to other minority populations as well as the general population. In Maryland, the program has been implemented in **Baltimore, Caroline, Carroll, Cecil, Howard, Kent, Montgomery, Prince George's, Queen Anne's, Talbot and Washington Counties** through the CRFP.

In Daddy's House

In Daddy's House is a local initiative developed by the Citizens Against Tobacco Smoke (CATS), a local minority health coalition in **Kent County**, Maryland. The initiative developed as a means of educating African American males about the dangers of tobacco use and to empower them to take a leadership role over their families' well-being. Like NIMK, the educational program is traditionally organized as a "fellowship," and includes an inspirational presentation on the dangers tobacco use. The program may include gospel music selections, dances, and testimonials and is usually conducted as a luncheon or dinner program. The original program was conducted as a Father's Day event. The success of the program is attributed to its ability to tie the health consequences of tobacco use to faith principles and challenging African American males to assume the leadership role that they were spiritually assigned. The evening concludes with participants pledging to educate their families about the dangers of tobacco and implement preventative health strategies for their families.

Smoke-Free Holy Grounds

Smoke-Free Holy Grounds is an initiative implemented primarily through pastoral leadership in several churches. Churches adopt a policy of designating the grounds "tobacco free" in an effort to support clean indoor air policies and fight exposure to secondhand smoke. The premise is based on the fact that localities often adopt smoke-free policies for restaurants, bars, parks, work places and public buildings, and the time has come for the faith community to adopt policies that promote good physical and spiritual health. The policy is reinforced through visible displays including signage. Smoke-free Holy Grounds presentations have been facilitated by Bishop Larry Lee Thomas of Empowering Believers Church of the Apostolic Faith in Glen Burnie, and Bishop Douglas Miles of Koinonia Baptist Church in Baltimore. Smoke-free Holy Grounds programs have been implemented in **Baltimore, Caroline, Cecil and Talbot Counties**.

GOSPEL (Glorifying Our Spiritual and Physical Existence for Life)

GOSPEL is a program developed in **Montgomery County** consisting of a partnership between the Black Minister's Conference and the Montgomery County Department of Health and Human Services. The initiative grew out of a passion by the faith community to connect spirituality to physical health and well-being. The overall goal of the program is to increase the knowledge and awareness among African Americans regarding the issue of tobacco use and other related health disparities. A critical strategy for reaching the goal is through the training of members of the various churches as community outreach workers and smoking cessation coaches. The team has organized multiple health symposium's, conducted individual and group outreach to more than 3,000 people, and has distributed a wide variety of health resource materials. The G.O.S.P.E.L team has partnered with other organizations to incorporate the topic of tobacco use awareness with other health disparity initiatives. The G.O.S.P.E.L team further recognizes and participates in national efforts including the Great American Smoke-out and World No Tobacco

Day. The program continues to increase its number of member churches and the number of outreach workers trained.

A Breath of Life

A Breath of Life is a holistic (spiritual, physical, behavioral, psychological) smoking cessation healthy lifestyle training program developed through funding to the Energy Institute of Healing Arts from the **Prince Georges County** Health Department. The purpose of the program is to prevent, reduce and/or eliminate health disparities, disabilities, and even pre-mature deaths related to tobacco use and unhealthy lifestyles. The goal of the program is to increase access to holistic-based tobacco cessation services by reducing tobacco use in women and decreasing the smoking rate among pregnant women; reducing the number of children regularly exposed to secondhand smoke; reducing physical and mental barriers that prohibit successful quitting; and increasing the awareness and knowledge of healthy lifestyles among participants. The success of the program is attributed to building partnerships with community members who are included in planning and implementing a comprehensive smoking cessation/healthy lifestyle program that incorporated components of the Winning Path curriculum and Become an EX smoking cessation media campaign. An assessment of each participant's tobacco use status is conducted and a personalized quit plan is developed including life skills training; alternative cessation modalities; pharmacotherapy; coaching support; self-help materials and a follow-up plan.

Sacred Ground

Millennium Health and Human Services Development Corporation in partnership with the United Baptist Missionary Convention organized a faith-based coalition of 11 churches in Baltimore City. The coalition of churches implemented tobacco use prevention and cessation services, educational programs, and an outdoor no-smoking policy on the church grounds campaign. Activities included providing outreach and education at health fairs, conducting train-the-trainer programs; and developing a network of churches prohibiting smoking within 25 feet of church grounds. Congregants were educated on smoking cessation techniques and were provided with literature on the hazards of smoking and prevention. The campaign was promoted through radio public service announcements and targeted outreach was conducted at various churches.

The Winning Path Smoking Cessation Program

Winning Path is a quit smoking program that has been customized for African American adult smokers. Winning Path uses a framework similar to programs developed for the general population, coupled with the *Pathways to Freedom: Winning the Fight Against Tobacco* self-help guide. Winning Path addresses specific issues that have impeded the delivery of smoking cessation to African American smokers in the past, including: higher than average drop-out rates from organized smoking cessation classes, greater use of menthol cigarettes, and lower use of nicotine replacement therapies. Many Winning Path programs are delivered as part of the health ministries of local churches and encourage prayer and spirituality in quit attempts. The program consists of eight sessions and follows a prescribed curriculum that is designed to be community competent for African American smokers. Facilitator training and train-the-trainer workshops on the program are facilitated by Rev. Jesse Brown, Jr. of the National Association of African Americans for Positive Imagery. **Baltimore City, Baltimore County and Prince George's County** have offered the workshops.

Be Free Indeed! Tobacco Use Prevention Tools for the African American Church

Be Free Indeed! supports church based initiatives within the African American community by empowering church leaders to engage in tobacco prevention and cessation activities. The initiative provides training for pastors and health ministry leaders, technical assistance and evaluation tools, and the toolkit for the African American church (5 guides tailored for general congregations, preachers, men, women and youth). The program is implemented in two phases: 1) a prayer breakfast facilitated by a pastor trained in tobacco control, which has proven to be an effective way to engage the community and garner commitment from leadership; and 2) a half day training on the toolkit which instructs participants on framing tobacco use as a public health issue; industry tactics; health disparities issues, and implementing programs. The initiative is under the direction of the National African American Tobacco Education Network (NAATEN) and has been implemented in **Kent County**.

Smoke-Free Sabbath

Churches in Baltimore County designate specific Sundays when churches agree to support congregations in abstaining from smoking for the day. Formal programs are organized to educate the congregation and include sermons that incorporate anti-tobacco messages, guest speakers and materials on the dangers of tobacco and secondhand smoke.

Materials

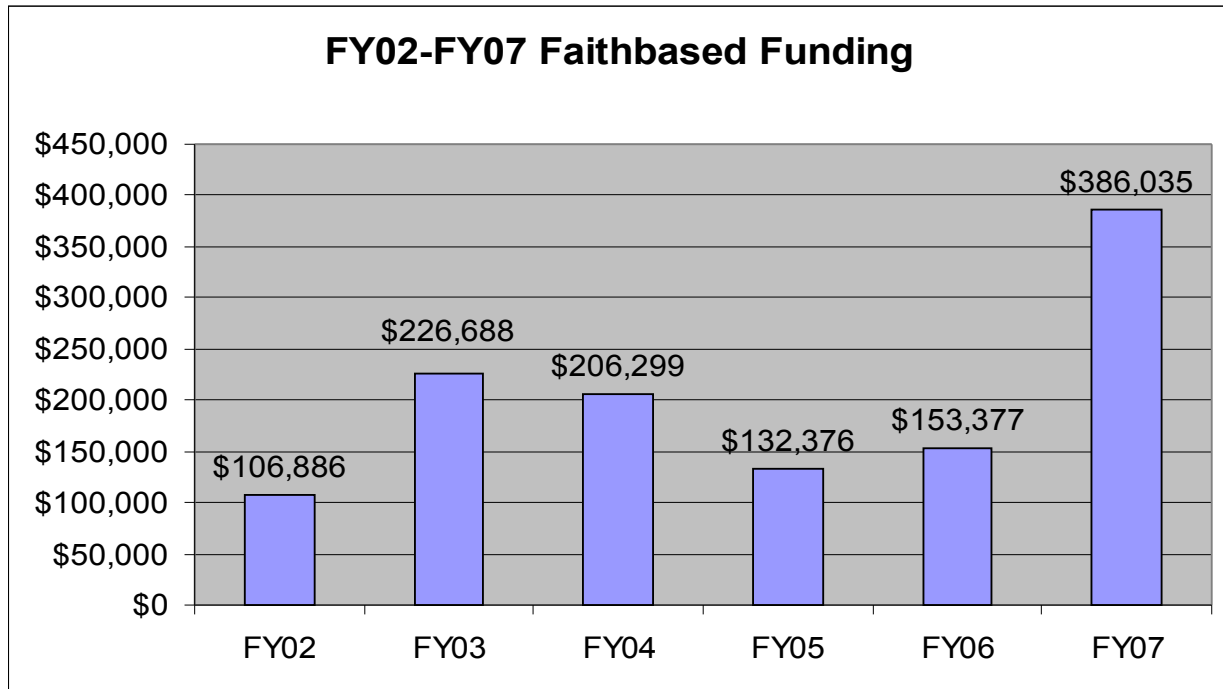
Pathways to Freedom: Winning the Fight Against Tobacco is a self-help cessation guide that addresses issues specific to African Americans, such as targeted advertising campaigns and historical, cultural, and socioeconomic influences. It includes three sections dedicated to education; how to quit and community organization. The guide is distributed through the Centers for Disease Control and Prevention and was produced in partnership with churches, service organizations, and educational institutions.

Be Free Indeed! Tobacco Use Prevention Tools for the African American Church is a “self-help” toolkit developed to address tobacco use prevention through existing ministries in the church. The toolkit, developed by The National African American Tobacco Education Network (NAATEN), includes guides for working with the general church congregation, preachers, men, women and youth.

Bulletin Inserts have been developed which address tobacco use facts and/or statistics and usually incorporate scripture to support the health and spiritual connection to tobacco cessation/prevention. In some cases cessation services/resources provided by the local health department and other resources have been promoted.

Church Fans have been imprinted with anti-tobacco messages with supporting scripture. In some cases cessation services/resources provided by the local health department and other resources have been promoted.

CHART A: FY02-FY07 FUNDING TO FAITH-BASED ORGANIZATIONS BY LOCAL CRFP PROGRAMS



SOURCE: CRFP TOBACCO - LOCAL PUBLIC HEALTH COMPONENT SUB-GRANTEE REPORTS

Between FY02-FY07 local health departments provided more than \$1.2 million in direct funding to faith-based organizations to conduct community-based tobacco education and cessation programs.

Table 1: FY07 Faith-based Activity Profile

County	Activity
Allegany	<ul style="list-style-type: none"> •Restoration of the Heart sponsored the “Your Body is a Temple” prayer walk with the message quitting smoking is a step in the right direction; Just4us Women’s health conference focusing on smoking cessation, education, breast cancer and stress management educating 38 people. • The Salvation Army provided education to 326 youth and adults through afterschool programs utilizing activity books and t-shirt and poster contests; the SKATE (Smoking ills-Anti-Tobacco Education) program; Deal or No Deal positive choices activity; and parent education sessions. • The Parish Nurse Program educated 345 youth and adults through activities including outreach at health fairs and conferences; conducting smoke-free pledge campaigns; providing information for church bulletin boards; participating in church and community events; conducting anti-tobacco puppet shows, Jeopardy quizzes; utilizing a skeletal smoker display; providing tobacco cessation resources partnering with Davis Memorial United Methodist (UM) Church, Metro African American Episcopal church and the First Church of the Nazarene. •597 parochial/Christian school students in grades K-12 were educated on the Life Skills curriculum and other tobacco use prevention programs.
Anne Arundel	<ul style="list-style-type: none"> •Restoration Community Development Corporation conducted the “Fit for Life” program utilizing the TNT Curriculum to educate 1030 youth at churches and community centers. •932 Persons were educated through tobacco prevention presentations at Antioch, the Apostolic Church, Iglesia Cristiana de Restauracion, Inc., Iglesia Emmanuel Asamblea de Dios, Inc; Iglesia Hispana Emmanuel Asamblea de Dios; Marley Park Church of the Nazarene; Heritage Community Church; Holy Trinity Roman Catholic Congregation; and Iglesia Latina Nazarena. • Gloria Presbyterian Church conducted an outreach campaign targeting the Asian American community.
Baltimore City	<ul style="list-style-type: none"> •Jesus’ Stop Restoration Center, Inc. educated 1,843 persons on tobacco use prevention. •Millenium Health and Human Services Development Corporation conducted a secondhand smoke conference for 150 persons featuring Rev. Jesse Brown as the keynote speaker. The event was a collaboration with Metropolitan UM Church and Churches Without Walls. •750 Parochial middle school students and 100 parents were educated on the dangers of tobacco use and secondhand smoke; teachers were trained on the TNT Curriculum and students participated in poster contests as anti-tobacco awareness strategies and World No Tobacco activities were conducted.
Baltimore County	<ul style="list-style-type: none"> • 4 church leaders were trained by <i>Latinos for Progress</i> on dangers of secondhand smoke. • <i>Not in Mama’s Kitchen</i> (NIMK) and a Smoke- Free Sabbath programs were conducted through partnerships between the health department and churches. • Kingdom Worship Center educated 678 youth and adults through wellness programs/fairs, town hall meetings, field trips to cancer wards, short plays, marketing campaigns and parent seminars. • Shiloh Baptist Church educated/trained 1,836 youth and adults through the ACHIEVE initiative including secondhand smoke education; smoke-free pledge campaigns; Back to

	<p>School Night activities; websites; surveys and the Gospel Jazz Under the Stars Ashtravaganza.</p> <ul style="list-style-type: none"> • New Antioch Baptist Church provided 890 people with screening and one-on-one counseling; conducted community awareness on the dangers of secondhand smoke: trained youth outreach leaders and encouraged youth participation by providing community service hours for volunteers. • Bais Yaakov conducted a Smoke-free Sabbath program with 420 youth pledging to remain smoke-free; education was provided through secondhand smoke and Toxic Soup presentations and a logo contest. • Catholic Women Organization of Baltimore partnered with churches to conduct awareness campaigns.
Cecil	<ul style="list-style-type: none"> • Wesley Chapel of Love UM Church, Union Bethel African Methodist Episcopal (AME) Church, Cokesbury UM Church, River Rock Apostolic Faith Church, Truth and Life Faith church and Impacting Your World Christian Center educated 692 persons. Mini-grant activities were conducted included Not in Mama's Kitchen activities, Smoke-free Holy Grounds and GOSPEL Breathe Free program. • Seventh Day Adventist Church conducted a tobacco-free essay/poetry contest with 17 youth participants and 100 persons attended the event.
Dorchester	<ul style="list-style-type: none"> • St. Luke's UM Church educated 235 youth on the dangers of tobacco use and marketing strategies and 35 adults were educated at a health conference. • Bethel AME educated 40 youth through the Heart Healthy Kids, Leader of the Pack and Project TNT summer projects. • Good Gospel Daycare educated 8 pre-schoolers and 4 parents on the dangers of tobacco use and secondhand smoke through the Ready to Know curriculum.
Frederick	<ul style="list-style-type: none"> • Collaborating Center for African American Leadership provided faith-based cessation classes for 45 participants and trained 10 pastors and 15 lay leaders to provide tobacco education outreach.
Garret	<ul style="list-style-type: none"> • Bethlehem Bunch conducted a faith-based presentation using their tobacco prevention puppets • Sang Run Christian Center and St. Peter's Catholic Church partnered with LHD to offer cessation classes.
Kent	<ul style="list-style-type: none"> • Mt. Olive AME educated 100 adults at the Body and Soul: Let's Keep it Together health fair with guest speaker Mildred Morse and 80 adults and youth at the Youth Life Blast: Make your Health Last program. • Asbury UM Church youth educated congregants through skits and participated in a tobacco free Halloween party. • Janes UM Church conducted the Back to School Smoke-out with anti-tobacco games, skits and smoke-free home and car pledges for 150 participants. • Aaron Chapel Church conducted a tobacco prevention youth crusade, educating 60 people through the Why I Will Say No to Tobacco, Alcohol and Drugs essay contest and presentations at worship services by lay pastors and health department staff.

Howard	<ul style="list-style-type: none"> • Millennium Community Outreach Institute educated 200 women on the dangers of secondhand smoke at the Not in Mama's Kitchen program. • Korean Resource Center conducted EPA Smoke-free home presentations at Korean churches with 134 persons signing smoke-free home pledges.
Montgomery	<ul style="list-style-type: none"> •Community Ministries of Rockville and CASA of Maryland educated/trained 1236 members of the Latino community on the dangers of tobacco use and secondhand smoke. • The People's Community Church and the African American Health Program provided 12 awareness campaigns and one youth leadership program. • 3,515 people were educated and 20 community leaders were trained through G.O.S.P.E.L.
Queen Anne's	<ul style="list-style-type: none"> •Community Baptist Church held a women's conference attended by 75 women and had four people speak on tobacco use prevention.
Somerset	<ul style="list-style-type: none"> •Mount Carmel Baptist Church trained 6 community leaders to provide smoking prevention outreach, educating 575 people. The church also conducted the SAIL (Smoking Affects Individual Lives) cessation program for 25 persons including providing NRT.
St. Mary's	<ul style="list-style-type: none"> •Southern Maryland Gospel Ministries educated 335 community members through tobacco use prevention and dangers of secondhand smoke puppet shows.
Talbot	<ul style="list-style-type: none"> •Christ Church educated 20 youth and parents about tobacco at teen trivia nights. •Sts. Peter and Paul schools educated 640 students and parents about tobacco use prevention through the Life Skills curriculum, aftercare programs, poster contests and peer leadership activities. •Iglesia Evangelica Emanuel Church provided tobacco education/ outreach to 200 members of the Hispanic community at bowling events and health fairs. • Easton Church of the Brethren educated 80 youth through First Friday anti- tobacco events.
Washington	<ul style="list-style-type: none"> •Interfaith Service Coalition provided tobacco education at sporting events, anti-tobacco trivia games and dances. Youth were educated on the tobacco possession law at day camp.
Wicomico	<ul style="list-style-type: none"> •Jireh conducted tobacco education and prevention activities educating 168 youth and adults through science experiments, writing anti-tobacco raps and creating posters. • St. James AME held a Cancer in the Black Community stakeholders meeting.
Worcester	<ul style="list-style-type: none"> •Mt. Zion Church/St. James Pocomoke City UM Church educated 93 adults and 2032 youth about the dangers of tobacco, smoking cessation and healthy lifestyles. Four adults quit smoking through program activities. • Health department collaborated with St. John's AME Church to hold the Minority Health Symposium, which was attended by 59 people.

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